





“The effect of social media marketing activities dimensions on value co-creation behavior: An application of the commitment-trust theory”

AUTHORS	Nguyen Thi Huyen  Nguyen Minh Ngoc  Cao Anh Thao 
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Nguyen Thi Huyen, Dr., Faculty
of Economics, Pham Van Dong
University, Vietnam. (Corresponding
author)

Nguyen Minh Ngoc, Associate
Professor, School of Trade and
International Economics (STIE),
National Economics University (NEU),
Vietnam.

Cao Anh Thao, MBA, Faculty
of Economics, Pham Van Dong
University, Vietnam.



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Nguyen Thi Huyen (Vietnam), Nguyen Minh Ngoc (Vietnam), Cao Anh Thao (Vietnam)

THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES DIMENSIONS ON VALUE CO-CREATION BEHAVIOR: AN APPLICATION OF THE COMMITMENT-TRUST THEORY

Abstract

Previous studies have not paid much attention to the effect of social media marketing activities on value co-creation behavior. Especially, up to now, no one has studied the effects of social media marketing activities dimensions on value co-creation behavior. This study applies the commitment-trust theory to develop and estimate this relationship through brand trust and brand commitment on social media in Vietnam. The snowball sampling technique was applied to gather 504 social media users through social media platforms in Vietnam. The proposed research model was tested through PLS-SEM using SmartPLS 4. The results highlighted that most social media marketing activities dimensions (including trendiness, electronic word of mouth, interaction, and customization) affect brand trust (p_c are 0.42, 0.152, 0.112, 0.097, respectively, and p -values are all less than 0.05). Simultaneously, brand trust was found to have a positive effect on brand commitment ($p_c = 0.405$, $p = 0.000$). Furthermore, calculation results revealed that brand commitment contributed significantly and strongly to their co-value behavior towards brands ($p_c = 0.531$, $p = 0.000$). On the contrary, the data do not support a direct impact of entertainment on brand trust ($p_c = 0.001$, $p = 0.990$) and brand trust on co-value behavior ($p_c = 0.025$, $p = 0.466$) at a significance level of less than 5%. Ultimately, the findings also suggest a guide to social media marketers to drive customer value co-creation behavior for brands.

Keywords

social media marketing activities, value co-creation behavior, brand trust, brand commitment, trendiness, electronic word of mouth, interaction, customization, entertainment

JEL Classification

M31, M37

INTRODUCTION

The virtual social world offers countless opportunities for companies in many activities, such as marketing, e-commerce, human resources, and many other activities (Kaplan & Haenlein, 2010). Social media allows brands to engage in direct and timely contact with end-consumers at a relatively low cost and with a higher level of effectiveness than with more traditional communication tools (Kaplan & Haenlein, 2010). It also helps companies manage customer relationships and improve business decision-making capabilities (Li et al., 2021). That makes social media marketing a suitable marketing means for many organizations of different sizes and types (Kaplan & Haenlein, 2010). It has become a valuable and indispensable strategic marketing tool in today's business activities.

Companies undertake initiatives to promote and engage customers in return for voluntary contributions (Harmeling et al., 2017; Li et al., 2021). Therefore, customer value co-creation is one of the desired out-

comes of marketers. To date, very little research has been done on the impact of SMMA on value co-creation behavior. Only Sharmin and Sultan (2020) indicated the mediating role of perceived satisfaction in the relationship between SMMA and travel-related co-creation intention. Therefore, this relationship needs to be further explored and explained.

1. LITERATURE REVIEW AND HYPOTHESES

The commitment-trust theory was introduced by Morgan and Hunt (1994). Morgan and Hunt (1994) posited that commitment and trust are key factors to successful relationship marketing. The theory also generated the key mediating variable (KMV) model to support this view. In the model, they addressed commitment and trust as the key mediating constructs between five antecedents and five outcomes. In this model, the relationship among communication, commitment, trust and cooperation is particularly interesting. In their explanation, communication supports solving disputes, adjusting expectations and perceptions and then stimulating trust and commitment. This trust and commitment result in cooperation to make the relationship work.

In the context of social media, consumers perceive brand-related information in social media as a more important and reliable source of information than traditional advertising activities, especially online reviews (Hanaysha, 2022). Hence, social media marketing activities (SMMA) are viewed as an efficient tool for building consumer brand trust (Ebrahim, 2020). In turn, brand trust is almost a prerequisite for creating long-term commitment (Wong, 2023) and is the driving force to promote value co-creation behaviors of consumers (Merz et al., 2018; Wang et al., 2020). This suggests that SMMA can promote consumer value co-creation behavior through brand trust and commitment. These relationships have not been estimated and clearly explained in previous studies. For this reason, the study aims to apply the commitment-trust theory introduced by Morgan and Hunt (1994) to understand how consumers develop value co-creation behavior in social media under the effect of SMMA dimensions. Specifically, the study considered the trust-commitment theory as the research framework to develop the model of the effect of SMMA dimensions (representing communication) on value co-creation behavior

(representing cooperation) via brand trust and brand commitment.

Conceptually, SMMA were first introduced by Kim and Ko (2012) in luxury fashion brands. It is viewed as an effective marketing communication method (Ibrahim et al., 2020) and an organization's integrated pattern of activities to achieve certain marketing results (Li et al., 2021) by enhancing online interoperability between organizations and consumers (Ibrahim et al., 2020). SMMA refer to how consumers perceive a company/brand in various marketing activities on social media (Koay et al., 2020). It is one of the e-marketing strategies that help the organization review their current performance compared to its counterparts (Sano, 2015).

SMMA were captured with five dimensions: interaction, entertainment, customization, trendiness, and word of mouth in luxury fashion brands (Kim & Ko, 2012). Later, some researchers changed some dimensions, such as excluding word of mouth from the dimensions of SMMA (Çil et al., 2023; Liu et al., 2021; Sano, 2014, 2015; Seo & Park, 2018), replacing some dimensions (Hanaysha, 2022; Yadav & Rahman, 2018). However, numerous researchers have accepted and followed the construct SMMA with five dimensions SMMA introduced by Kim and Ko (2012) in different research contexts, such as Ibrahim and Aljarah (2018), Cheung et al. (2019), Ebrahim (2020), Fetais et al. (2023). The same goes for this study.

Brand trust reflects a confident state and positive expectations of the consumer with the brand (Lin & Lee, 2012). It is "a feeling of security that the brand will meet consumption expectations" (Delgado Ballester & Munuera Alemán, 2001). Brand trust can be viewed as cognitive and affective trust (Chai et al., 2015). Cognitive trust also known as knowledge-based trust, reflects "the willingness of the average consumer to rely on the ability of the brand to perform its stated function" (Chaudhuri & Holbrook, 2001). On the other hand,

affective trust reflects the emotional response generated from the interaction (Chai et al., 2015). It is promoted mainly by the likeability of the brand, such as courteousness, friendliness, and pleasantness (Nicholson et al., 2001).

Entertainment in social media is an important dimension of SMMAs (Çil et al., 2023; Fetais et al., 2023). It represents a hedonic perspective views social media users (Ebrahim, 2020). Social media platforms allow marketers to offer interesting, exciting, funny content, and create enjoyable, fun, relaxing, escapism and playfulness experiences for customers by adding games, video sharing and participating in contests (Cheung et al., 2019). Customers can be entertained by free marketing content made by businesses, thereby creating social connection activities (Wibowo et al., 2021), and inducing positive emotions (Seo & Park, 2018), easy-to-build friendliness, and pleasantness. These feelings are sources of brand trust (Nicholson et al., 2001). Çil et al. (2023) proved that the entertainment of SMMAs positively affects content quality. When consumers are happy, they become more lenient in evaluating brands. It also makes them more positive about the brand and more trusting. Therefore, the entertainment of SMMAs will inspire consumers and then enhance their trust in the brand (Sohail et al., 2020). Sohail et al. (2020) and Hanaysha (2022) confirm this relationship in different contexts.

Interaction represents the contribution of users to brands on social media platforms (Ebrahim, 2020). It plays a key role in brand-consumer communication (Khan et al., 2019). Interaction represents the degree to which social media platforms allow customers to exchange their opinions, two-way interact and share information. SMMAs provide opportunities for consumers to express their feelings about a brand, and facilitate direct interaction with the brand, and with other consumers (Husnain & Toor, 2017). A brand will be more trustworthy if it attracts more comments, positive feedback, and higher ratings (Hajli, 2014). Additionally, interaction encourages consumers to interact with others online by discussing a brand's benefits, story and attributes (Hanaysha, 2022). It provides opportunities for consumers to understand the benefits and attributes of brands (Cheung et al., 2019). Hence, interaction makes the brand more trust-

worthy both cognitively and affectively. Sohail et al. (2020) and Hanaysha (2022) found that social media interaction has a positive effect on brand trust.

Trendiness refers to a brand abroad with the newest and trendy information about that brand (Liu et al., 2021). Trendy information includes brand-related updates, product/service reviews, and new brand opinions generated by both brands and consumers (Godey et al., 2016). Because customers view trending content on social media as trustworthy (Çil et al., 2023), they check for trendy and new information as a way to decrease these uncertainties (Khan et al., 2019). Therefore, if trending content is delivered well, it is perceived as quality content (Çil et al., 2023). This perception increases the persuasiveness of SMMAs to consumers. It positively impacts perceived benefits and attributes, thereby helping to build a strong and positive attitude toward the brand (Cheung et al., 2019; Muntinga et al., 2011), and forming consumers' brand trust (Godey et al., 2016).

Customization involves the brand's social media providing customized information or services (Godey et al., 2016; Liu et al., 2021; Wibowo et al., 2021), and represents the ability of brand-SM can adapt a particular service to meet their needs (Ebrahim, 2020; Fetais et al., 2023). Customization helps brands' SMM reach their target audience with more cost-effective tools than other traditional media (Cheung et al., 2019; Liu et al., 2021). Customization meets consumers' need for autonomy. Through SM, consumers can proactively search for their favorite products and brands to meet their individual needs, including price, product attributes, benefits and features. That enhances the positive cognitive experience and emotional response in consumers' minds and affects consumer-brand engagement (Cheung et al., 2020). Therefore, customization also as a dimension represents the act of building customer satisfaction, trust and loyalty (Althuwaini, 2022). Sohail et al. (2020) proved the effect of customization on brand trust.

Electronic word-of-mouth (e-WOM) reflects customers' willingness to share opinions and exchange ratings for services on social media (Wibowo et al., 2021). It describes the frequency of

access to information from social media, writing reviews, and positive comments, recommending other users, and giving information on the quality and the price offered by social media (Mahliza et al., 2021). In comparison to corporate-sponsored communication through traditional promotional activities, consumers tend to trust information on social media networks more, especially online reviews (Hanaysha, 2022). Because of its perceived trustworthiness, e-WOM on social media platforms affects consumers' evaluation of brands. It creates favourable brand experiences and emotions, thus building the consumer–brand relationship (Cheung et al., 2020). Seo et al. (2020) documented that e-WOM is worthy of gaining trust, showing that the more positive the WOM about an airline on social media, the higher the trust in that airline.

Regarding the relationship between brand trust and brand commitment, brand commitment “refers to an emotional or psychological attachment to a brand within a product category” (Traylor, 1984). It represents “the extent to which stakeholders are willing to work for the brand and its success” (Merz et al., 2018). Consumers who are highly committed to a brand almost exclusively choose that brand within the product class. They are willing to go to other stores to seek their brand if confronted with a stock-out (Traylor, 1984). Commitment shows the strength of the relationship (Gustafsson et al., 2005). It has two main dimensions: affective commitment and calculative, or continuance commitment (Gustafsson et al., 2005). Affective commitment is emotional and reflects the level of a customer's involvement with a brand. Calculative commitment is a rational, economically based reliance on product benefits because of lack of choice or switching costs (Gustafsson et al., 2005). Brand trust is treated as a key element of any customer relationship (Merz et al., 2018). The commitment-trust theory authenticated that trust is a cornerstone and a key determinant of commitment. Making a wrong commitment can easily lead to bad consequences, so the parties always seek and commit to trustworthy partners (Chaudhuri & Holbrook, 2002; Morgan & Hunt, 1994). In other words, trust builds a valuable and important relationship and commitment continues and maintains this relationship (Chaudhuri & Holbrook, 2002). Many studies identified that

brand trust is an antecedent of brand commitment (Cuong, 2020; Suhan et al., 2022; Tong et al., 2018; Wang et al., 2020; Wong, 2023).

For the relationship between brand trust and value co-creation, co-creation “is the joint, collaborative, concurrent, peer-like process of producing new value, both materially and symbolically” (Galvagno & Dalli, 2014). It describes how consumers and companies jointly create value for products and services (Galvagno & Dalli, 2014). Brands gain brand trust when they always meet or even exceed the consumers' expectations (Sallam, 2017). Yu et al. (2022) found that the value customers receive from organizations will motivate them to create greater value and benefits through behaviors: augmenting, influencing, mobilizing, and co-developing. Hence, brand trust affects value co-creation behavior. In addition to the commitment-trust theory, this relationship can be interpreted by various other theories. The equity theory of Oliver and Swan (1989) showed that individuals want to have an equitable and fair exchange. Therefore, if consumers perceive that they received a higher output/input ratio than the brand (i.e. the brands always deliver the interests and welfare for the consumers), they tend to make equal this ratio by helping and recommending the brand (Oliver & Swan, 1989). Besides, this relationship also is supported by the emotion and adaptation theory of Lazarus (1991). This theory suggested a sequent process: emotional reactions-coping responses. Specifically, based on the comparison between the desired value and the actual value provided (outcome-desire units), people evaluate the brand. The results will generate emotional responses (brand trust), and then establish coping activities (value co-creation behavior). Some prior studies concluded that brand trust will enhance value co-creation behaviors (Alves & Wagner Mainardes, 2017; Shulga et al., 2021; Sohail et al., 2020; Wallace et al., 2022; Wang et al., 2020).

With the last relationship in the model, brand commitment is the long-term desire and willingness to put in the effort to maintain a brand relationship (Moorman et al., 1992). The commitment-trust theory indicates that commitment results in cooperation. They explained that when a person commits to a relationship, he/she desires to make the relationship work, therefore, he/she will cooperate with

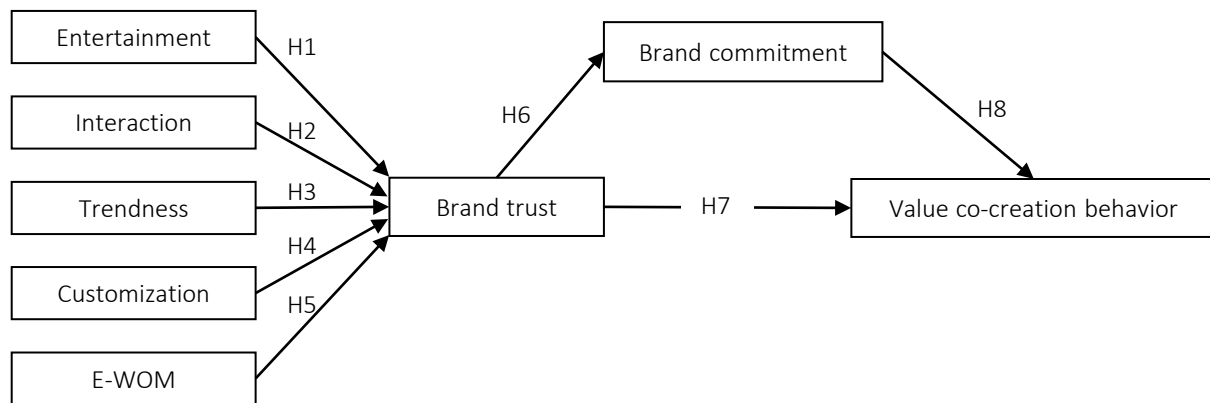


Figure 1. Research model

his/her partner. Wang et al. (2020) also confirmed this view. They explained that consumers value long-term relationships, so they want to maintain them by being more committed to these relationships and are willing to make the effort to participate in co-creating brand value. Besides, Merz et al. (2018) also acknowledged that brand commitment is an important motivation, which is necessary for generating products co-creatively with brands.

This study applies the Commitment-Trust theory to develop and estimate the effect of SMMA dimensions on value co-creation behavior through brand trust and brand commitment on social media in Vietnam. All above analysis reveals the relationships among SMMA dimensions, brand trust, brand commitment and value co-creation exist. A total of 8 hypotheses are presented as follows:

- H1: Entertainment has a positive effect on brand trust.*
- H2: Interaction has a positive effect on brand trust*
- H3: Trendness has a positive effect on brand trust.*
- H4: Customization has a positive effect on brand trust.*
- H5: E-WOM has a positive effect on brand trust.*
- H6: Brand trust has a positive effect on brand commitment.*
- H7: Brand trust has a positive effect on value co-creation behavior*

H8: Brand commitment has a positive effect on value co-creation behavior

All relationships are detailed and presented in Figure 1.

2. METHODOLOGY

The snowball sampling technique with an online survey through social media platforms in Vietnam were applied to collect the main data. The measurement items drawn from previous studies were adopted to develop the survey questionnaire. Firstly, an eleven-item scale developed by Kim and Ko (2012) was adopted to measure five SMMA dimensions: entertainment (ENTER), interaction (INTER), trendness (TREND), customization (CUSTOM), and electronic word of mouth (WOM). Following Koay et al. (2020), a three-item scale was used to cover co-creation behaviour (COCREA). Besides, the four-item scale of brand trust introduced by Bernarto, Berlianto, Meilani, Masman, and Suryawan (2020) was adapted. Lastly, for brand commitment (COMMIT), a three-item scale developed by Breivik and Thorbjørnsen (2008) was used. There are 21 items to measure all variables in the survey in total. All items were answered using a five-point Likert scale response varying from “strongly disagree =1” to “strongly agree =5”.

Google Forms were used to design the online survey questionnaire. The questionnaire begins with the research introduction, instructions and screening questions. Next, the body part of the questionnaire is for measuring items of the constructs in

the models. Lastly, the questionnaire ends with the respondent’s personal information. The preliminary questionnaire was sent to 9 respondents to check the information, the clarity of instructions, wording, and structure of the questionnaire, especially the face and content validity of the measurement items. All feedback was positive. The questionnaire is considered completed and applied in the data collection process.

The targeted population is social media users. Therefore, the link of the online questionnaires was sent out to users of Facebook, Zalo, and YouTube, the most popular social media platforms in Vietnam. At the end of the survey, 540 answers were obtained. All of them were used for data analysis.

In the sample, women accounted for the majority with 441 responders (88.1%), and men accounted for 18.3% (99 respondents). However, it is quite consistent with the fact that compared to men, women are more interested in online shopping. In terms of age, this research focuses on young people, most ranging from 18 years old to 31 years old (accounting for 90%), the remaining 10% are over 31 years old. Most of the respondents (74.1%) had Bachelor’s degrees or higher; the remaining respondents (25.9%) had college or lower education degrees. Regarding products/brands viewed and tracked on SM, 74.6% of them are mass-consumer products such as beer, soft drinks, milk, and shampoo, The remaining 25.4% are high-end products/brands such as those from Gucci, Chanel, Dior, Apple, etc.

Smartpls 4 software was used to support data analysis. The techniques of partial least squares algorithm, bootstrapping, and the PLS predict/CVPAT, respectively, are used to evaluate the scale validity and test the research hypotheses. The bootstrapping procedure was applied with 5,000 subsamples. The steps in Confirmatory Composite Analysis (CCA) with Reflective Measurement Models introduced by Hair et al. (2020) were followed to assess the measurement model. The steps in the Structural Model Assessment developed by Hair et al. (2020) were also applied to assess the structure model and test the research hypotheses. The detailed results are displayed in the next section.

3. RESULTS

First of all, the measurement model is assessed. CCA with a reflective measurement model was conducted to evaluate the reliability and validity of the construct measures. The results from the PLS-SEM algorithm analysis present outer loadings of all indicators higher than 0.706, and their associated t-statistics above 1.96 are statistically significant for a two-tailed test at the 5% level (Table 1). Therefore, the indicator loadings and their significance are satisfied.

Then, Table 2 displays that the values of Cronbach’s alpha and CR for all constructs are all higher than the cut-off of 0.7 (Hair et al., 2020). Therefore, the internal consistency reliability of all constructs is

Table 1. Estimate of loadings and significance

Measurement items	Outer loadings	Original sample	t-statistics	p-values
Co-creation behavior (COCREA)				
I have co-designed services in the brand X’s SM	0.915	0.389	25.940	0.000
I have co-created services in the brand X’s SM	0.947	0.388	34.726	0.000
I have co-evaluated services in the brand X’s SM	0.839	0.330	17.051	0.000
Brand commitment (COMMIT)				
I will stay with this brand through good times and bad.	0.932	0.371	44.891	0.000
I am willing to make small sacrifices to keep using this brand	0.938	0.358	43.119	0.000
I have pledged sorts to stick with this brand	0.923	0.344	44.571	0.000
Customization (CUSTOM)				
The brand X’s social media offers customised information search	0.911	0.548	20.300	0.000
The brand X’s social media provides customized service	0.912	0.549	21.938	0.000
Entertainment (ENTER)				
Using the brand X’s social media is fun	0.809	0.385	7.756	0.000
Contents shown in brand X’s social media seem interesting	0.950	0.725	16.018	0.000

Table 1 (cont.). Estimate of loadings and significance

Measurement items	Outer loadings	Original sample	t-statistics	p-values
Interaction (INTER)				
The brand X's social media enables information sharing with others	0.783	0.391	13.885	0.000
Conversation or opinion exchange with others is possible through the brand X's SM	0.836	0.344	11.960	0.000
It is easy to deliver my opinion through the brand X's SM	0.866	0.469	14.615	0.000
Trendiness (TREND)				
Contents shown in the brand X's social media is the newest information	0.912	0.550	25.723	0.000
Using the brand X's social media is very trendy	0.911	0.547	27.082	0.000
Brand trust (TRUST)				
I trust the brand X	0.913	0.269	31.796	0.000
I feel that brand X can be trusted.	0.936	0.274	38.704	0.000
I feel the brand X offers a safe product	0.930	0.265	40.895	0.000
I think the brand X has given as promised	0.890	0.282	29.167	0.000
Electronic word of mouth (eWOM)				
I would like to pass along information on brand, product, or services from brand X's social media to my friends	0.952	0.696	22.610	0.000
I would like to upload content from the brand X's social media on my blog or microblog	0.845	0.399	13.218	0.000

documented. Table 2 also shows that the Average Variance Extracted (AVE) score of all constructs in the model ranges from 0.687 to 0.867, greater than the recommended 0.50 threshold (Hair et al., 2020). So, their convergent validity is guaranteed.

Table 2. Reliability of the constructs

Constructs	Cronbach's alpha	CR (rho_a)	CR (rho_c)	AVE
COCREA	0.884	0.893	0.928	0.812
COMMIT	0.923	0.925	0.951	0.867
CUSTOM	0.796	0.796	0.907	0.831
ENTER	0.739	0.952	0.875	0.779
INTER	0.774	0.789	0.868	0.687
TREND	0.797	0.797	0.908	0.831
TRUST	0.937	0.937	0.955	0.842
WOM	0.781	0.955	0.895	0.810

Lastly, the heterotrait-monotrait ratio of correlations (HTMT) was applied to interpret discriminant validity. Table 3 exhibits that HTMT values are less than the cutoff score of 0.85, indicating a good level of discriminant validity (Hair et al., 2020).

Table 3. Discriminant validity – HTMT matrix

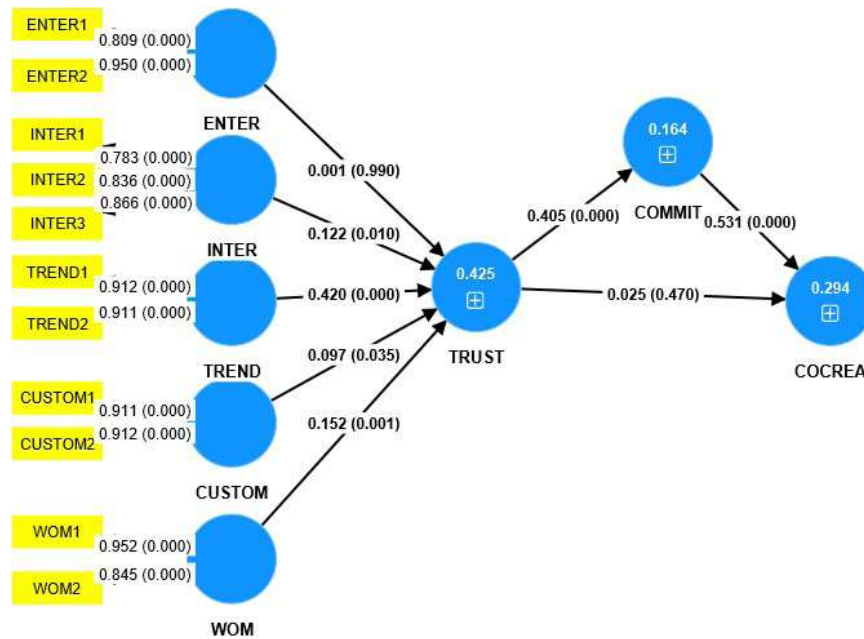
Constructs	COCREA	COMMIT	CUSTOM	ENTER	INTER	TREND	TRUST
COCREA							
COMMIT	0.598						
CUSTOM	0.558	0.567					
ENTER	0.379	0.424	0.466				
INTER	0.404	0.366	0.575	0.497			
TREND	0.310	0.441	0.622	0.565	0.64		
TRUST	0.271	0.434	0.505	0.381	0.526	0.702	
WOM	0.586	0.697	0.66	0.594	0.63	0.62	0.52

Consequently, all the above results indicated that all constructs' validity in the model is confirmed and are ready to test the research hypotheses.

To test the hypotheses in the study, the structural model assessment was performed. First, evaluated structural model collinearity was evaluated by applying the VIF values. The calculation result in Table 4 shows that the VIF values among predictor constructs are below the threshold of 3 (Hair et al., 2021). Therefore, there is no collinearity in the structural model.

Table 4. PLS results for collinearity statistic – inner models

Paths	VIF
COMMIT → COCREA	1.196
CUSTOM → TRUST	1.553
ENTER → TRUST	1.404
INTER → TRUST	1.577
TREND → TRUST	1.709
TRUST → COCREA	1.196
TRUST → COMMIT	1.000
WOM → TRUST	1.710



Note: brand commitment (COMMIT), customization (CUSTOM), entertainment (ENTER), interaction (INTER), trendiness (TREND), brand trust (TRUST), electronic word of mouth (eWOM).

Figure 2. Results of PLS-SEM (displaying outer loadings and p-value for the outer model, path coefficients and p-value for the inner model, R-squared in the constructs)

Next, path coefficients, the R^2 values of the endogenous latent variables, and the effect size f^2 for all structural model relationships in the structural model. Were considered When the t-statistic is higher than 1.96 and its p -value is less than 0.05, this hypothesis is supported by the data (Hair et al., 2020). The analysis results of the research model are displayed in Figure 2 and Table 5.

Accordingly, it was found that most relationships in the structural model are significant at a 5% significance level. Specifically, calculation results present that the effect of brand commitment on value co-creation behavior is the most positive and strong ($p_c = 0.531, p = 0.000$) with the largest effect size ($f^2 = 0.334$), supporting $H8$. Followed by the positive effect of trendiness on brand trust ($p_c =$

0.42, $p = 0.000$) and brand trust on brandcommitment ($p_c = 0.405, p = 0.000$). These relationships are statistically significant with medium effect sizes, f^2 is 0.18, and 0.196, respectively, indicating that $H3$ and $H6$ are supported by the data. The data also prove the positive effect of e-WOM, interaction, and customization on brand trust. These five relationships are supported by the data but with small and weak effect sizes (f^2 ranged from 0.001 to 0.023). Consequently, $H5, H2,$ and $H4$ are supported, respectively.

However, the data do not support $H1$ and $H7$. That means the relationship between entertainment and brand trust ($p_c = 0.001, p = 0.990$), Brand trust and value co-creation behavior ($p_c = 0.025, p = 0.466$) are not found to be statistically significant.

Table 5. Hypotheses testing results

Hypotheses	Original sample	t-statistics	p-values	f-squared	Significance (p < 0.05)?
H1: ENTER → TRUST	0.001	0.012	0.990	0.000	No
H2: INTER → TRUST	0.122	2.523	0.012	0.016	Yes
H3: TREND → TRUST	0.420	8.776	0.000	0.180	Yes
H4: CUSTOM → TRUST	0.097	2.068	0.039	0.010	Yes
H5: WOM → TRUST	0.152	3.521	0.000	0.023	Yes
H6: TRUST → COMMIT	0.405	10.590	0.000	0.196	Yes
H7: TRUST → COCREA	0.025	0.730	0.466	0.001	No
H8: COMMIT → COCREA	0.531	14.654	0.000	0.334	Yes

Table 6. Indirect effects

Paths	Original sample	t-statistics	p-values
ENTER → TRUST → COMMIT → COCREA	0.000	0.012	0.990
INTER → TRUST → COMMIT → COCREA	0.026	2.461	0.014
TREND → TRUST → COMMIT → COCREA	0.090	5.615	0.000
CUSTOM → TRUST → COMMIT → COCREA	0.021	2.034	0.042
WOM → TRUST → COMMIT → COCREA	0.033	3.025	0.003

Besides, according to the relationship marketing (KMV) model, the study also performed further analysis of the mediating role of brand trust and commitment in the effect of SMMA dimensions on value co-creation behavior. In the SmartPLS bootstrapping report, the calculation results of the indirect effects have been displayed in Table 6. The findings provide empirical support for the mediating role of brand trust and brand commitment in the relationship between most dimensions of SMMA and value co-creation behaviour, but entertainment.

The data analysis results in R^2 value for brand trust is 0.425, for brand commitment, is 0.164, and for value, co-creation behavior is 0.294. These results mean that about 42.5% variance in brand trust is explained by the elements of SMMA, 16.4% variance in brand commitment is explained by SMMA and brand trust, and lastly, 29.4% variance in value co-creation behavior is explained by variables in the model.

Lastly, PLS/CVPAT analysis was conducted to predict the predictive relevance of Q^2 . The calculation results show that the Q^2 value for all endogenous variables is over 0, so the predictive relevance is established (the Q^2 value for brand trust is 0.409, for brand commitment is 0.197, and for value co-creation is 0.1).

4. DISCUSSION

Data analysis has resulted in some significant findings. Firstly, the study has confirmed the effect of interaction on brand trust both cognitively and affectively. This result is consistent with the findings from previous studies, such as Sohail et al. (2020), Hanaysha (2022). Interaction helps consumers better understand the attributes and benefits of the brand (Cheung et al., 2019), it helps form knowledge-based and affective trust (Chai et al., 2015). Besides, applying the commitment-trust theory, one also believes

that being able to communicate with the brand also makes consumers risk reduction, because they think they will be taken care of if something goes wrong related to the brand.

Secondly, this study discovered that trendiness has a significant positive effect on brand trust. It is posited that trendiness satisfies consumers' important needs, especially knowledge and pre-purchase information. So consumers consider updating the latest and trendiest information about the brand as a way to reduce these uncertainties in transactions with the brand, and then generate feelings of trust.

Thirdly, adding the evidence for Sohail et al. (2020), the data analysis also supported the effect of customization on brand trust. Customization allows consumers to search for brand information according to their purposes autonomously and the way they want, so it provides a positive cognitive experience (Cheung et al., 2020) and makes them trust the brand (Sohail et al., 2020).

Fourthly, the positive effect of electronic word-of-mouth on brand trust has also been indicated in this study. This finding is in line with the results of Seo et al. (2020). However, Seo et al. (2020) only this relationship is in the airline sector. This study confirmed this relationship on the market in general, with many different brands.

In addition, as expected, brand trust affects brand commitment, in turn, brand commitment affects value co-creation behavior. These findings are in line with the commitment-trust theory and, confirmed by Wong (2023), and some other studies. Importantly, this is the first study discovering the mediating role of brand trust and brand commitment in the effect of most SMMA dimensions on value co-creation behavior.

However, inconsistent with Hanaysha (2022) and Sohail et al. (2020)'s results, this study does not find

the effect of entertainment on brand trust and value co-creation behavior, indicating entertainment social media marketing is not a factor in generating brand trust and stimulating value co-creation behavior for brands. That's because a consumer's experience with entertainment SMM can be seen as an immediate, passive, and self-oriented enjoyment (Cheung et al., 2020). Meanwhile, brand trust refers to brand relationship quality (Jung & Soo, 2012), it was considered an active effortful, brand-oriented state. Therefore, brand-initiated entertainment content may not affect consumer perception of the brands (Cheung et al., 2020), does not affect brand trust, and therefore, does not affect value co-creation behavior.

Besides, this study also does not find the effect of brand trust on value co-creation behavior. The results show that brand trust is unlikely to be a strong enough customer motivation to promote direct value co-creation behavior as mentioned in Merz et al. (2018) and Sohaib and Han (2023). To explain, in the emerging social media market in Vietnam, brand trust can lead to purchasing intention (Huyền et al., 2022), but is not enough motivation to stimulate users to perform value co-creation behaviors with the brand, especially young people. They may engage in these behaviors for their personal identity, integration and social interaction, or because of long-term commitment and desire to maintain a relationship with the brand. This finding also implies that customers consider their value co-creation behaviors as activities to make equitable and fair exchanges with the brand after the brands' efforts to satisfy customers' expectations is not necessarily true for young users on SM. It just so happens when it is a relationship they aspire to and willingness to put in the effort to maintain long-term.

Managerially, this study provides online marketers to see how social media could be used as an effective marketing tool to drive value co-creation behavior. As analyzed above, different dimensions of SMMAs have different levels of effect in driving customer value co-creation behavior. Therefore, marketers should focus on some important dimensions of SMMAs to motivate value co-creation behaviors, such as trendiness, electronic word of mouth, interaction and customization. Marketers should consider that listening to customers and collecting their insights is the first step to setting

up a marketing program on SM, finding out what they want to hear, what they want to talk about, and what they might find valuable, unique, and trendy to want to share and want to contribute, then, developing and post content that matches those expectations and is appropriate for the brand's community. Simultaneously, brands can initiate conversations and apply skilful techniques to encourage social media users to participate in this conversation by offering their views, ideas and information. Brands also need to be proactive and open in discussing practical matters to promote interaction and word of mouth.

Besides, under the influence of SMMAs dimensions, the finding also indicates that consumers only develop co-creation behavior if there is a combination of both trust and long-term commitment. Hence, marketers must aim to achieve the strength of the relationship by creating initial trust with social media users, and then enhance brand commitment. Marketers should optimally utilize the benefits of social media platforms to create emotional commitment among consumers to the brand. At the same time, build conditions to develop rational commitment, such as creating uniqueness for the brand or increasing switching costs.

The results of any early-phase study always require additional studies to confirm the generalizability of the findings. Therefore, further studies can be conducted in different research contexts to re-examine and supplement evidence for the conclusions. Furthermore, focusing on young users also does not represent the overall market. So future studies could include other age demographics and compare outcome differences across age groups. Moreover, the study examined relationships in the market as a whole, for many brands, so it is difficult to compare research results between different types of brands. Besides, making management recommendations cannot be specific to each brand group. Hence, the following study could be conducted on different groups of brands and conduct multi-group analysis to compare results by brand type group. Lastly, applying the commitment-trust theory, brand trust and brand commitment are only included to examine the effect of SMMAs dimensions on value co-creation behavior. There are still many other variables unexplored in this study. This limitation is also a suggestion for further research.

CONCLUSION

Based on the commitment-trust theory, this study is the first aiming to discover and prove the effect of SMMA dimensions on value co-creation behavior through brand trust and brand commitment. To provide empirical evidence, a survey of 540 social media users in Vietnam was conducted and analyzed. Theoretically, this is also among the very few researches that interpret the effect of SMMA on customer value co-creation behaviors.

Besides, prior studies suggest that customers assign levels of trust and commitment to a brand based on the customer's experience with that brand, especially repeat customers. This study demonstrates that brand trust and brand commitment can also be formed from marketing activities, without direct purchase. Besides, this study also indicates that the dimensions of SMMA are inconsistent in their effects on customer value co-creation behavior. Although entertainment is an important dimension of SMMA, but fails in generating brand trust, and leads to failure to create long-term commitment and co-creation with the brand. Meanwhile, the remaining dimensions of SMMA contribute meaningfully to stimulating this behavior among social media users. This finding suggests that it is necessary to study the influence of SMMA on consumer responses to social media by its dimensions.

Based on the findings, also provide management suggestions for the optimal use of SMMA in enhancing customer co-value behaviors on SM. Social media marketers should focus resources on dimensions that contribute significantly to driving customer co-value behavior to achieve high marketing effectiveness. Simultaneously, they also should focus on activities that create long-term trust-commitment relationships, both effectively and rationally.

AUTHOR CONTRIBUTIONS

Conceptualization: Nguyen Thi Huyen, Nguyen Minh Ngoc.

Data curation: Cao Anh Thao, Nguyen Thi Huyen.

Formal analysis: Nguyen Thi Huyen.

Investigation: Cao Anh Thao, Nguyen Thi Huyen, Nguyen Minh Ngoc.

Methodology: Nguyen Thi Huyen.

Supervision: Nguyen Thi Huyen, Nguyen Minh Ngoc.

Validation: Nguyen Thi Huyen, Nguyen Minh Ngoc.

Visualization: Nguyen Thi Huyen, Nguyen Minh Ngoc.

Writing – original draft: Nguyen Thi Huyen, Nguyen Minh Ngoc, Cao Anh Thao.

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